

NEOSCAPE CUSTOMER STORY

Neoscape is one of the world's leading architectural visualization agencies; specializing in visual storytelling. Their bold and innovative approach influenced by film and post production, allows them to create cinematic-quality experiences to help their clients cut through the noise.

The Challenge: A Radical Approach to R&D

The R&D initiative at Neoscape, called the Rad Lab, constantly blazes a path of innovation. Demanding the best possible results for their clients, this group pushes the envelope to deliver the most vibrant and vivid possible experience.

Their mandate is to explore new technology and create workflow efficiencies. Utilizing Lenovo's desktop and mobile workstations, powered with NVIDIA® Quadro RTX™ graphics, allow Neoscape to fulfill their mission.

“The ThinkPad P53 is changing the game for us, it gives us the ability to make live, real-time demos. I can show up at our clients, change things, move things around, turn lights on and off, change materials in real-time and our clients are always blown away.”

Carlos Cristerna, Principal, Rad Lab Director

Envisioning
a world that
doesn't
yet
exist

75+

Creative Professionals

20+ Years

Industry
experience since

1995

Boston
New York
San Francisco
Dallas



NEOSCAPE

www.neoscape.com

Lenovo™

HOW **LENOVO** **WORKSTATION** TRANSFORMED THEIR PROCESS

Lenovo ThinkStation and ThinkPad P Series workstations, with the power of NVIDIA Quadro RTX graphics, make up the entire Neoscape Rad Lab R&D department; enabling them to create even richer real time experiences than ever before.

At the Desktop

Neoscape is able to harness the power within the ThinkStation P500 Series to work more fluidly with massive and complex Unreal Engine scenes. And, with dual NVIDIA Quadro RTX GPUs, Neoscape is able to work iteratively, making subtle changes to lighting, materials, and environments as they work — instead of waiting hours or even days to render offline. This offers Neoscape the freedom to drive the production process more efficiently with more time to explore creative possibilities than ever before.

“Once I used the Lenovo machines for a while, my travel schedule became so chaotic I was forced to be on the road for an extended period of time. However, my project deadlines were still in place. Without the ThinkPad P53, I would not have been able to do all the travel and all the work; without the stress.”

Carlos Cristerna, Principal, Rad Lab Director

On the Go

The ThinkPad P53 powers Neoscape forward; removing the compromise of mobility for top performance. Previously, rendering, revisions and production at this scale could not be handled by a mobile workstation. Now using the ThinkPad P53, Neoscape can offer real images, with real geometry and real lighting, directly to the client instantly. Packed with the power of the NVIDIA Quadro RTX 5000 GPU, Neoscape can take advantage of real time ray tracing, allowing them to not only make changes on the go, but also implement suggestions and feedback during client pitches without delay.

Using the increased power and performance of Lenovo workstations, Neoscape can innovate freely knowing their clients experience architecture spaces in the highest fidelity before the first stone is laid.



**ThinkStation
P500
Series**

**RTX
Real-Time
Rendering**

**Massive
Storage
Potential**

**Up to
4.5Ghz
18 Cores**

Specifications:

Graphics: NVIDIA Quadro RTX 6000

Processor: Intel® Xeon® W Series Processor

Memory: 256GB DDR4

Storage: 36TB

OS: Windows 10 Pro for Workstations

**ThinkPad
P53**

**Improved
Render
Times**

**Improved
Speed**

**Improved
Battery
Life**



Specifications:

Graphics: NVIDIA Quadro RTX 5000

Processor: 9th Gen Intel Xeon and Core™

Memory: 128GB DDR4

Storage: 6TB

OS: Windows 10 Pro for Workstations

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